



VISUALIZE YOUR LIBRARY'S STORY PART II: INFOGRAPHIC TOOLS

**Kyla Hunt,
Library Management Consultant**

WHO AM I?



- Kyla Hunt
 - Library Management Consultant with the Texas State Library
 - Email me at khunt@tsl.texas.gov



CONCURRENT WITH...

- Telling your library's story: Value, Benefit, Worth and Impact (face to face workshop) taught by Julie Todaro:

<https://www.tsl.texas.gov/slmregister>



OVERVIEW

- Why?
- Examples
- Tools Available
- Piktochart
- Tableau
- Canva
- Additional Online Tools



WHY INFOGRAPHICS?

- *Infographics: A Practical Guide for Librarians* – Beverley E. Crane
 - Information Overload
 - Communication Complexities
 - Time Constraints
 - Audience Habits
 - Visual Processing



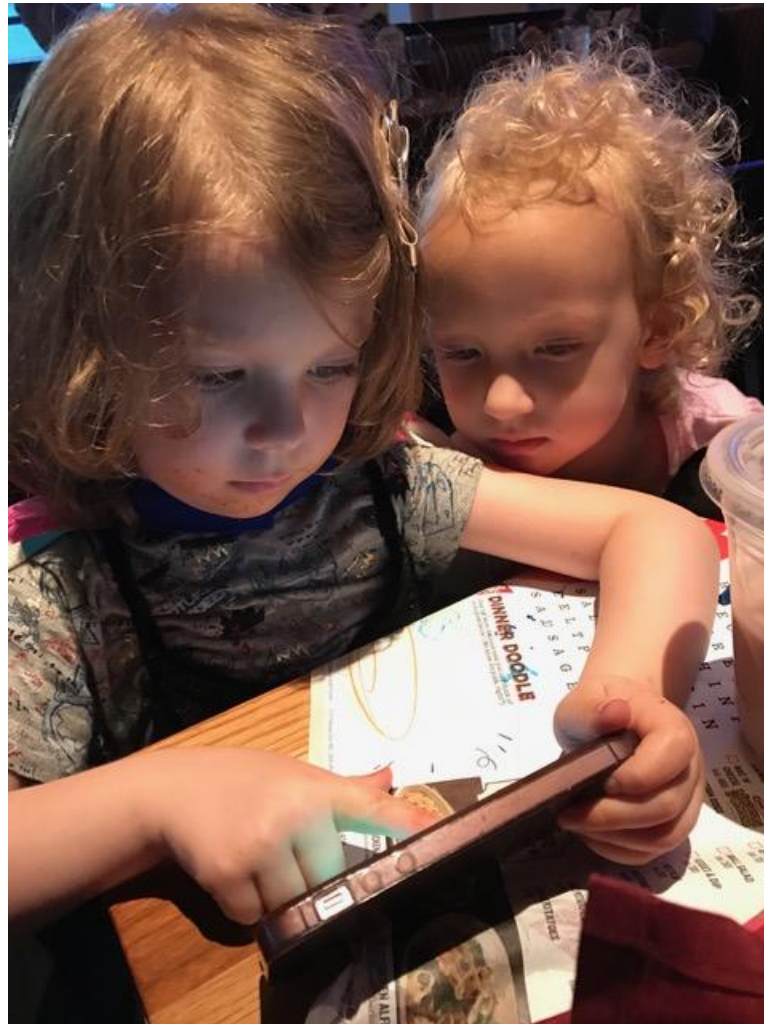
INFORMATION OVERLOAD



TIME CONSTRAINTS



AUDIENCE HABITS

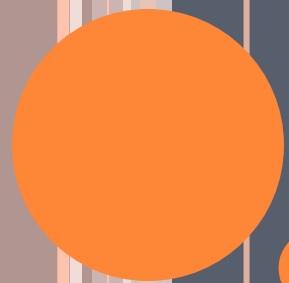


VISUAL PROCESSING




<https://ebookfriendly.com/libraries-matter-library-infographics/why-support-local-library-infographic/>





BEST PRACTICES

MAKE SURE YOUR FACTS ARE ACCURATE

Brought to you by  USC University of
Southern California

<http://librarysciencedegree.usc.edu/>

Sources

<http://www.bls.gov>

http://www.payscale.com/research/US/Job=Head_Librarian/Salary

http://www.payscale.com/research/US/Job=Library_Director/Salary

http://www.payscale.com/research/US/Job=Librarian%2c_Special_Library/Salary

http://www.payscale.com/research/US/Job=Reference_Librarian/Salary

<http://libraries.pewinternet.org/2013/01/22/library-services/>

<http://libraries.pewinternet.org/2012/06/22/libraries-patrons-and-e-books/>

<http://www.teleread.com/library/ala-finds-90-percent-u-s-libraries-now-lend-ebooks/>

www.sciencedirect.com/science/article/pii/S0740818814000255

<http://ifl.sagepub.com/content/39/1/70.full.pdf+html>

<https://ebookfriendly.com/libraries-matter-library-infographics/shaping-libraries-future/>



KEEP THE THEME FOCUSED

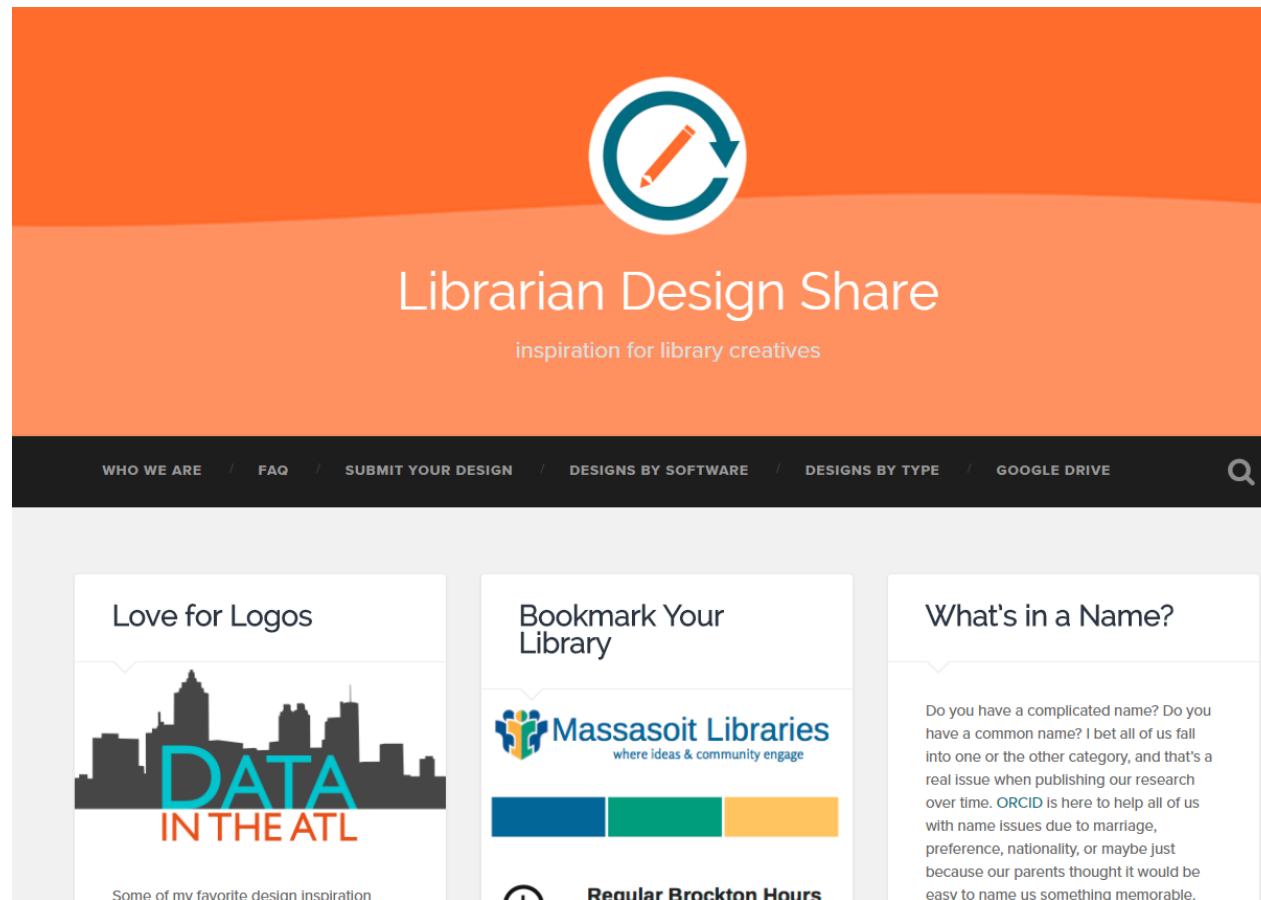


CHOOSE A UNIQUE TOPIC



INSPIRATION

- Library Design Share: <https://librariandesignshare.org/>



INSPIRATION

- Ebookfriendly.com
<https://ebookfriendly.com/libraries-matter-library-infographics/>

The best 2016 infographics about books, libraries, and reading

PIOTR KOWALCZYK PUBLISHED ON JAN 9, 2017 35,293

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p PIN IT

↗ MORE





TOOLS AVAILABLE

Free and for a Fee

TOOLS

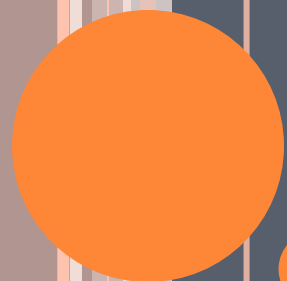
- Piktochart: <https://piktochart.com/>
- Canva: <https://www.canva.com/>
- Tableau: <https://www.tableau.com>
- Venngage: <https://venngage.com>
- Easel.ly: <https://www.easel.ly/>
- Infogram: <https://infogram.com/app/#/library>
- Tiki-Toki: <https://www.tiki-toki.com/>



OTHER TOOLS THAT MAY HELP


- Creative Commons Search
<https://search.creativecommons.org>
- Data Visualization Checklist
http://stephanieevergreen.com/wp-content/uploads/2014/05/DataVizChecklist_May2014.pdf
- Adobe Color <https://color.adobe.com/create/color-wheel/>
- Color Blindness Simulator
<http://www.etre.com/tools/colourblindsimulator/>





PIKTOCHART

START FOR FREE

A photograph of a laptop screen displaying the Piktochart website. The website has a dark header with the Piktochart logo on the left and a hamburger menu icon on the right. The main content area features a grid of colorful infographic templates. Overlaid on the right side of the screen is a large white text overlay. Below the title, there is a line of text and two buttons: a teal 'Start For Free' button and a white 'Watch a Demo' button with a black border. A red arrow points from the 'Start For Free' button to a 'NEW TEMPLATES' badge on the website. At the bottom of the image, a row of logos for various partner companies is displayed. The background of the image shows a person's hand on a laptop keyboard and a red mug on a saucer next to the laptop.

Piktochart

Easy-to-Use Infographic Maker

Take your visual communication to the next level,
without hiring a professional designer.

[Start For Free](#) [Watch a Demo](#)


TechCrunch SurveyMonkey® Forbes theguardian Booking.com MOZ Typeform|

WHAT DOES PRO GET ME? (\$39.99)

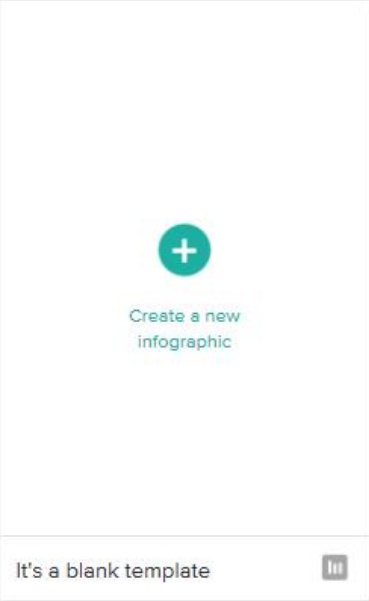
- Access to all 600+ templates
- Upload up to 400MB of your own photos
- Download projects as standard quality images
- Download projects as print quality images
- Download projects as PDFs
- Remove the Piktochart watermark
- Password protect or make your projects private
- Create custom color schemes
- <https://magic.piktochart.com/pricing/edu>



INFOGRAPHIC TEMPLATES

 **Infographic** | Easily create long-form graphics perfect for the web

Free Templates | PRO Templates



+

Create a new infographic

It's a blank template

FEATURED


change.org

Piktochart

What do you want to change?

On Change.org, people everywhere are starting campaigns, mobilizing supporters, and working with decision makers to drive solutions. Finally tell the world what you want to change in 3-4 lines of text.

ESD Cuéntale al mundo lo que quieres cambiar en 3-4 líneas de texto.



Insert image here

Write about what you want to change.

- Keep your message short and to the point
- Focus on what you want to change
- Communicate your passion

Try not to adjust the text box size as it is designed to fit the ideal size for the eyes to skim through a chunk of text.

ESD Especifica cuáles son los cambios que quieres cambiar. Concéntrate en tu meta. Mantén tu texto corto y al punto.

What has to happen first?


Change.org empowers people everywhere to create the change they want to see. What decision has to be made – and who has to make it – so that something changes? Share the current issue and explain why it's important.

ESD Cuéntanos quién puede tomar la decisión de modificar la propuesta.


Change.org Template

FEATURED


PIKTOCHART IS OFFICIALLY 5 YEARS OLD



Happy Birthday



8,236,320
Each post made
last 5 1/2 years



18,724,631
Each post made
last 5 1/2 years

Fun Fact

Currently, an infographic template made last 5 1/2 years.

You can find out that each time you go to the homepage for the first time, you'll see this infographic. Try to make it more fun, it's your chance to shine!

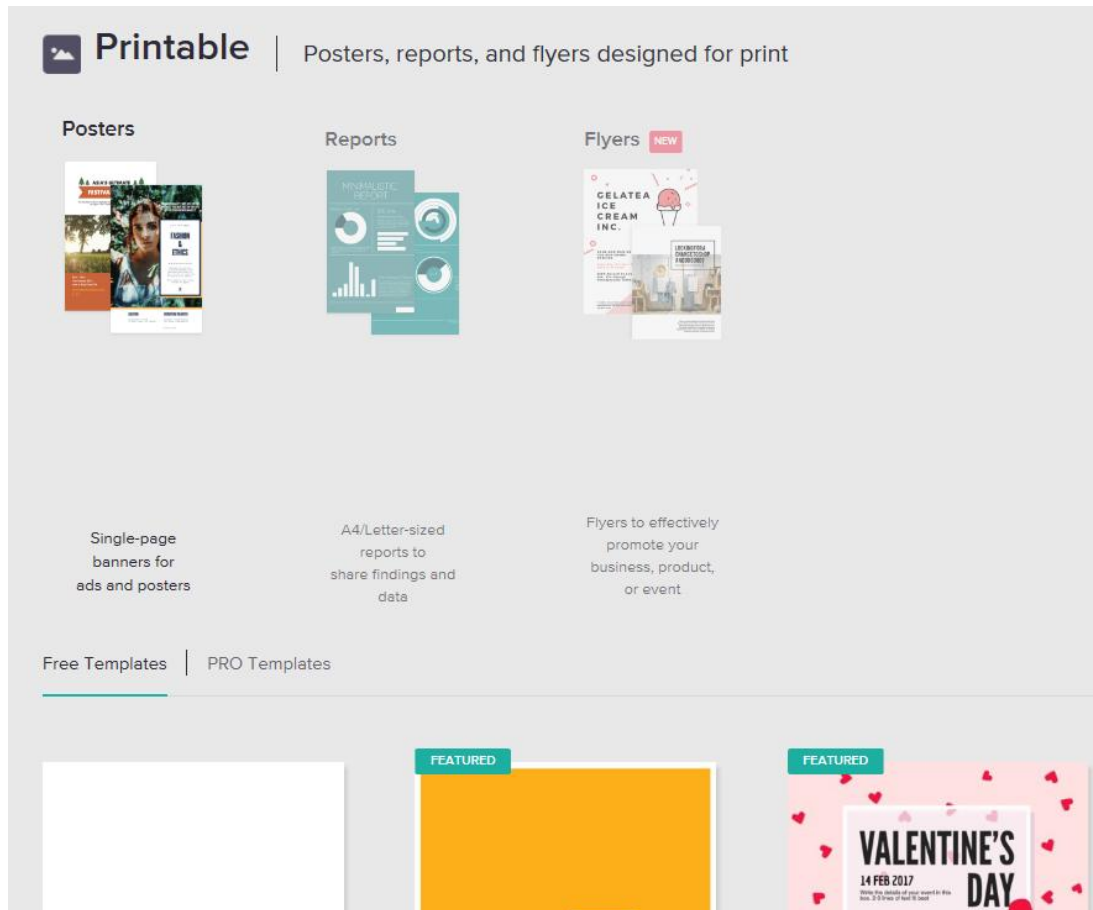
This layout is great for a detailed exploration of one topic.

You could include up to 5-10 lines of text, as long as you keep them short and use the infographic to make it more fun.

Anniversary Milestones

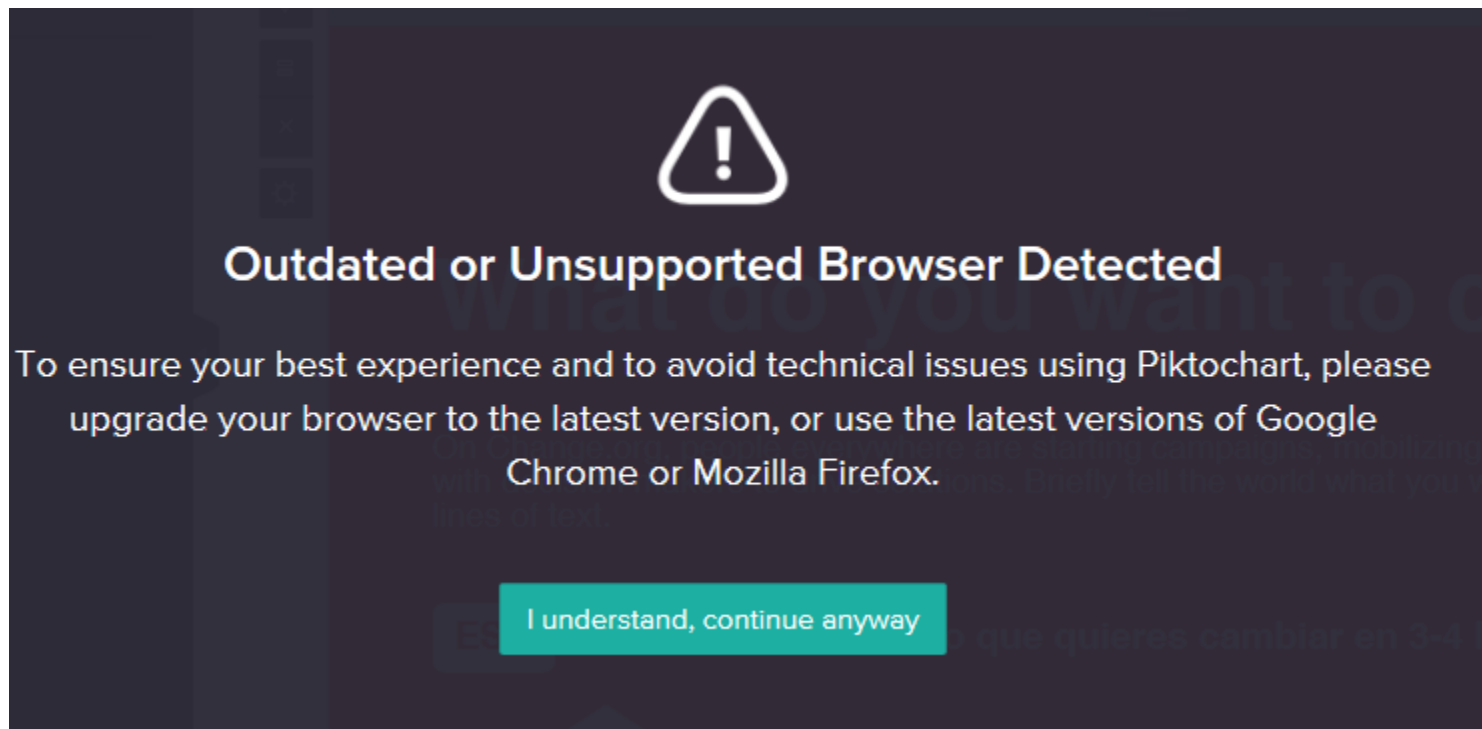
<https://magic.piktochart.com/infographic>

POSTERS, REPORTS AND FLYERS

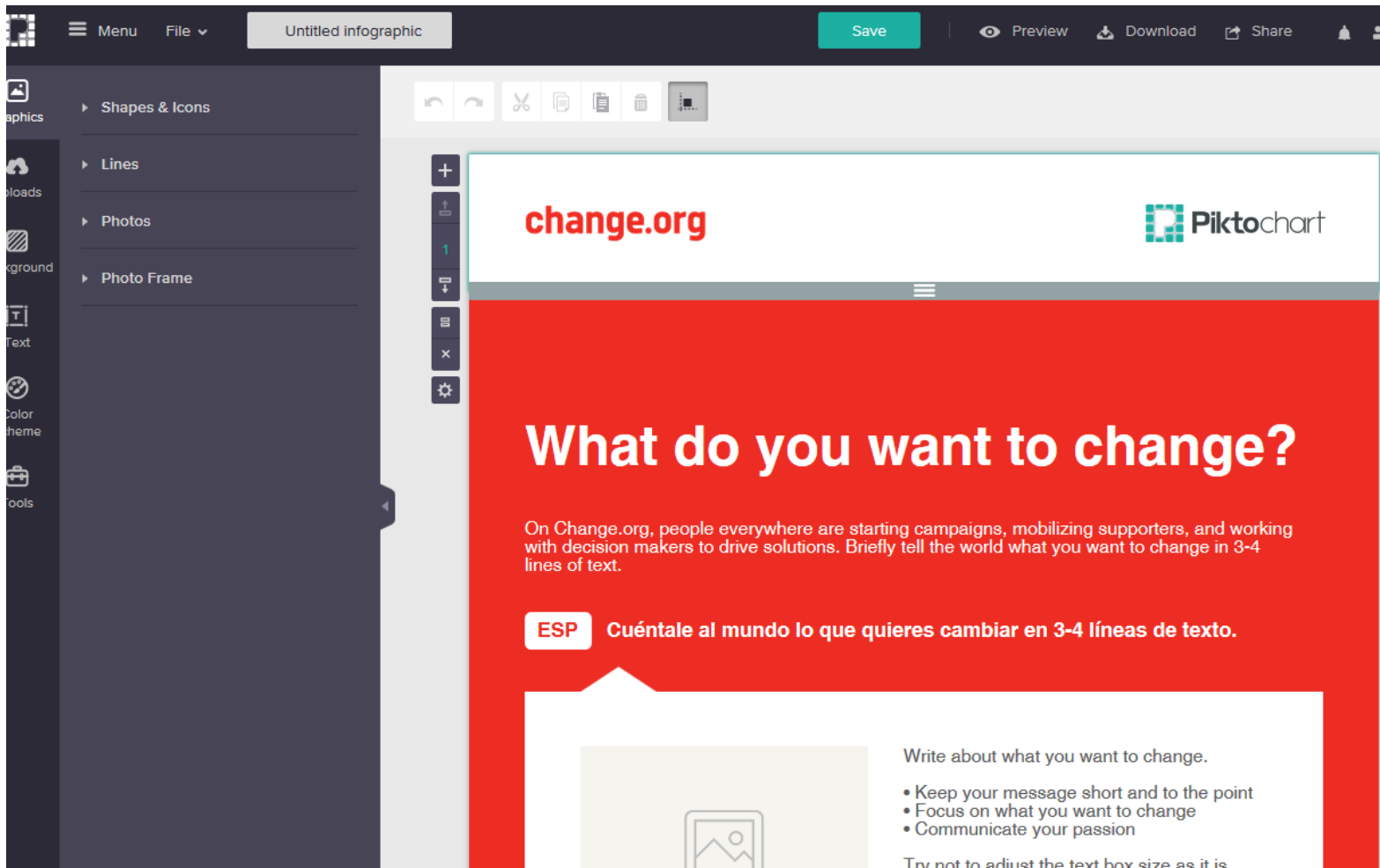


<https://magic.piktochart.com/printable>

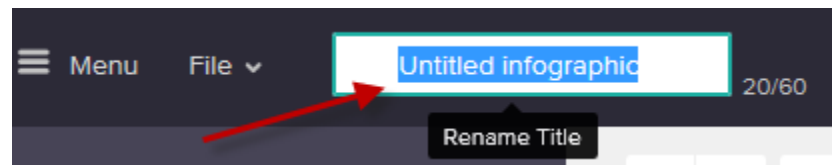
BEST IN UPDATED CHROME OR FIREFOX



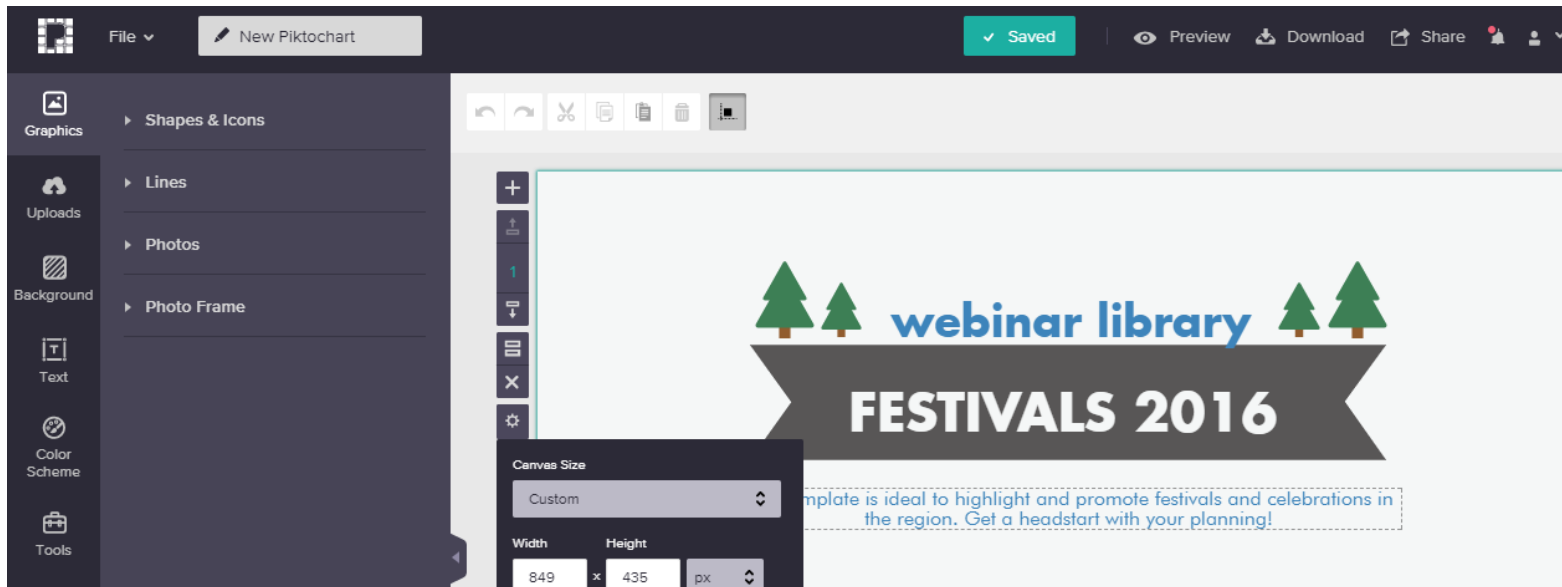
USING TEMPLATE (LIVE)



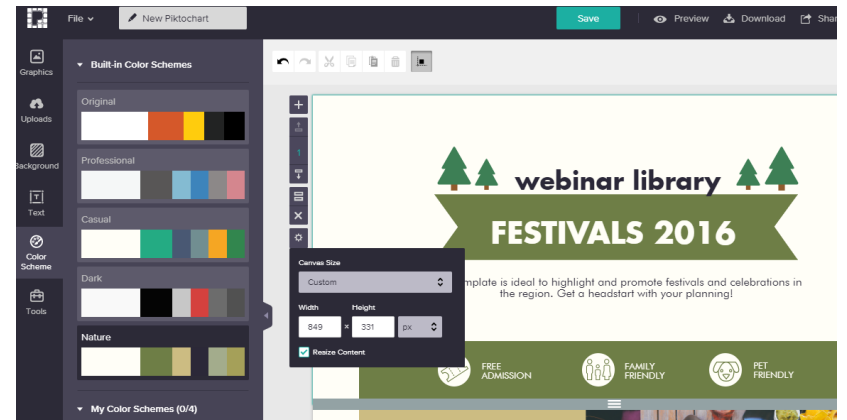
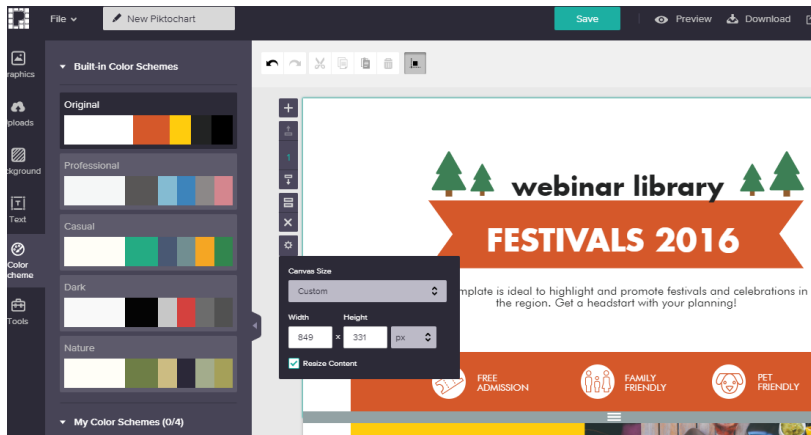
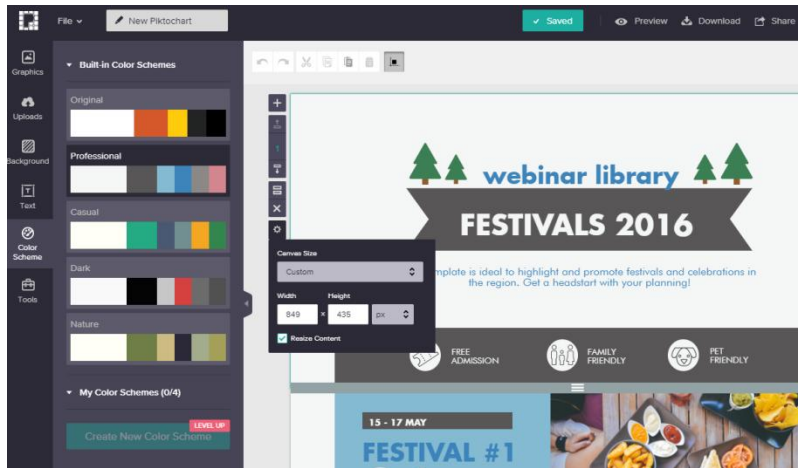
RENAME



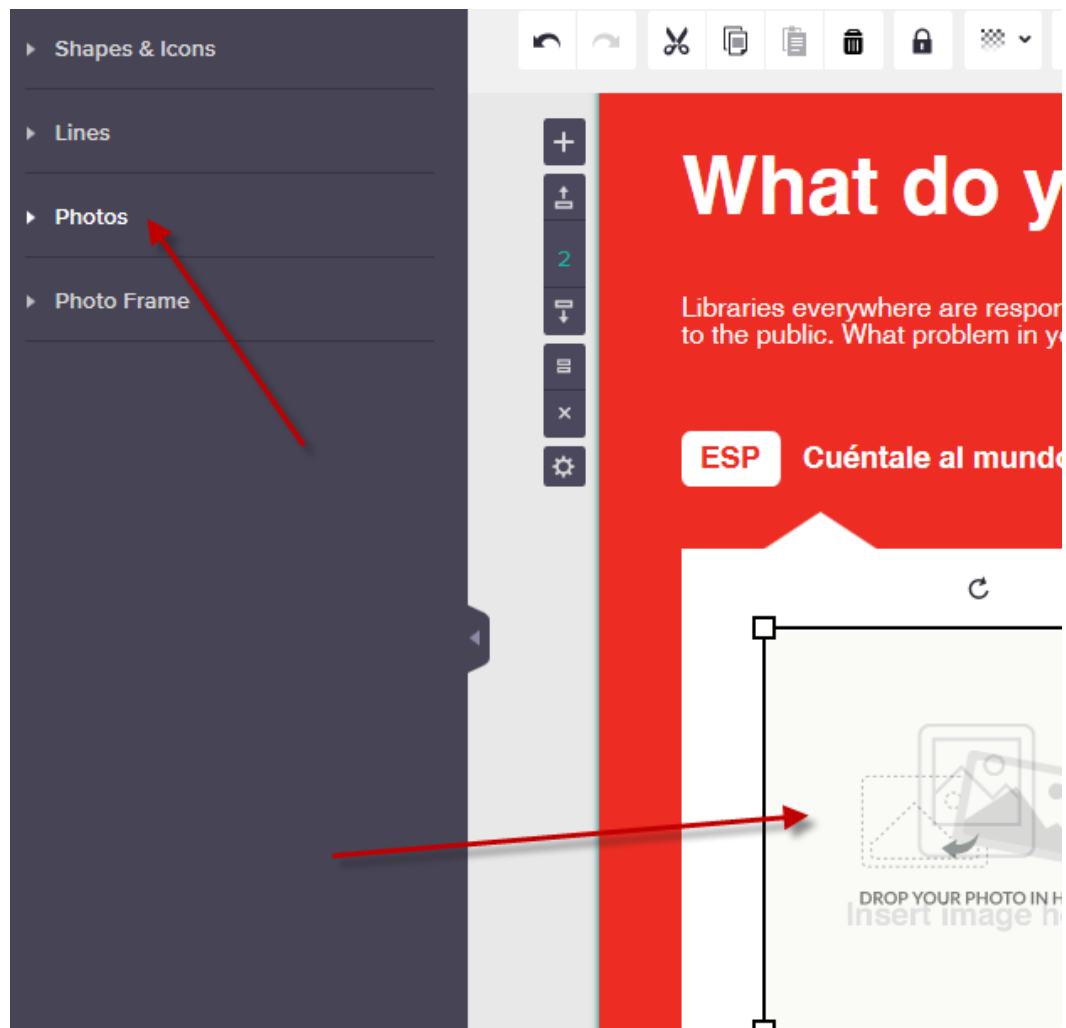
MAJOR EDITING FEATURES



COLOR SCHEME



GRAPHICS



INCLUDE CITATIONS

The screenshot displays a presentation software interface. On the left is a dark sidebar with icons for Graphics, Uploads, Background, Text, Color Scheme, and Tools. The 'Text' icon is highlighted with a red arrow. The main area shows a slide with a red background. The slide has a title 'ESF', a subtitle 'Cuentale al mundo lo que quieres', and a photo of two people sitting on a couch. A red arrow points from the 'Text' button in the sidebar to the photo. Another red arrow points from the photo to a URL: <https://flic.kr/p/S3Y6qY>. The slide also features a list of bullet points on the right side.

Graphics

Uploads

Background

Text

Color Scheme

Tools

Title

Subtitle

Subtitle 2

Subtitle 3

Body Text

Text Frame

YOUR MAILBOX

YOUR MAILBOX

YOUR MAILBOX

YOUR MAILBOX

YOUR MAILBOX

YOUR MAILBOX

ESF

Cuentale al mundo lo que quieres

Inc wh

- 5 col
- 3 pa
- C cla

ES En co

<https://flic.kr/p/S3Y6qY>

UPLOADS

The interface features a dark sidebar on the left with the following sections:

- Uploads:** Includes a dashed box for dragging images and a "Browse Images" button.
- Background:** A section for selecting background images.
- Text:** A section for adding and editing text.
- Color Scheme:** A section for selecting color schemes.
- Tools:** A section for various design tools.

The main canvas displays a festival poster template with the following elements:

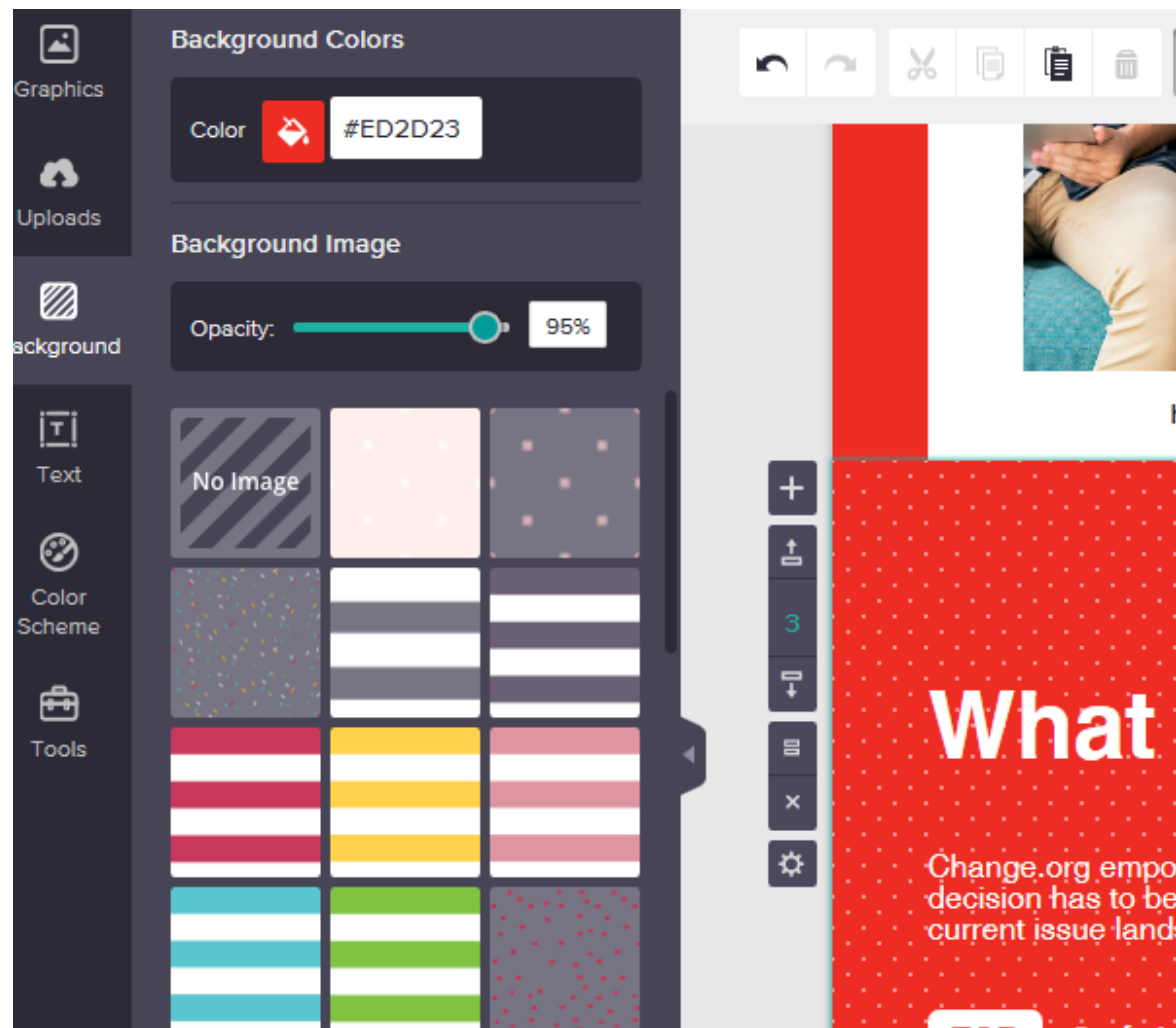
- Header:** Two green trees and the text "webinc FEST".
- Text:** "This template is ideal to the region".
- Image:** A bar chart titled "Total Full-Time Equivalent (FTE) Library Employees, LFY2016".
- Text:** "FREE ADMISSION" with a ticket icon.
- Image:** A bar chart titled "Population per Professional Librarian (MLS-ALA), LFY2016".

A "Canvas Size" dialog box is open at the bottom, showing "Custom" as the selected size. The dialog includes "Width" and "Height" input fields.

Location	FTE
JohnsonCity	2.30
Ashe	3.88
Rankin	2.85
MSU/AL	12.48
Average Statewide	12.48

Location	Population per Librarian
MSU/AL	6,742
MSU/AL	6,742
Average Statewide	6,742

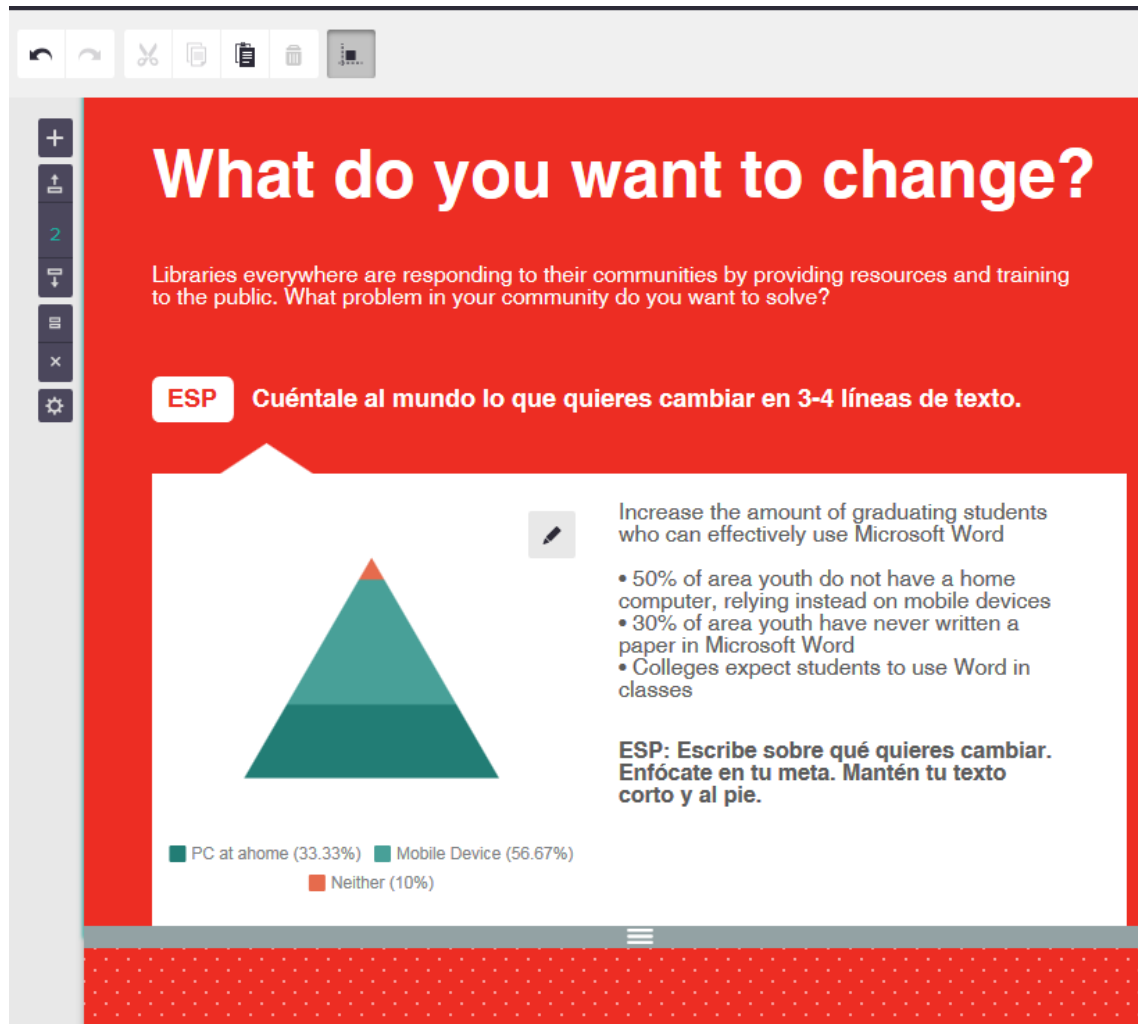
CHANGE BACKGROUND



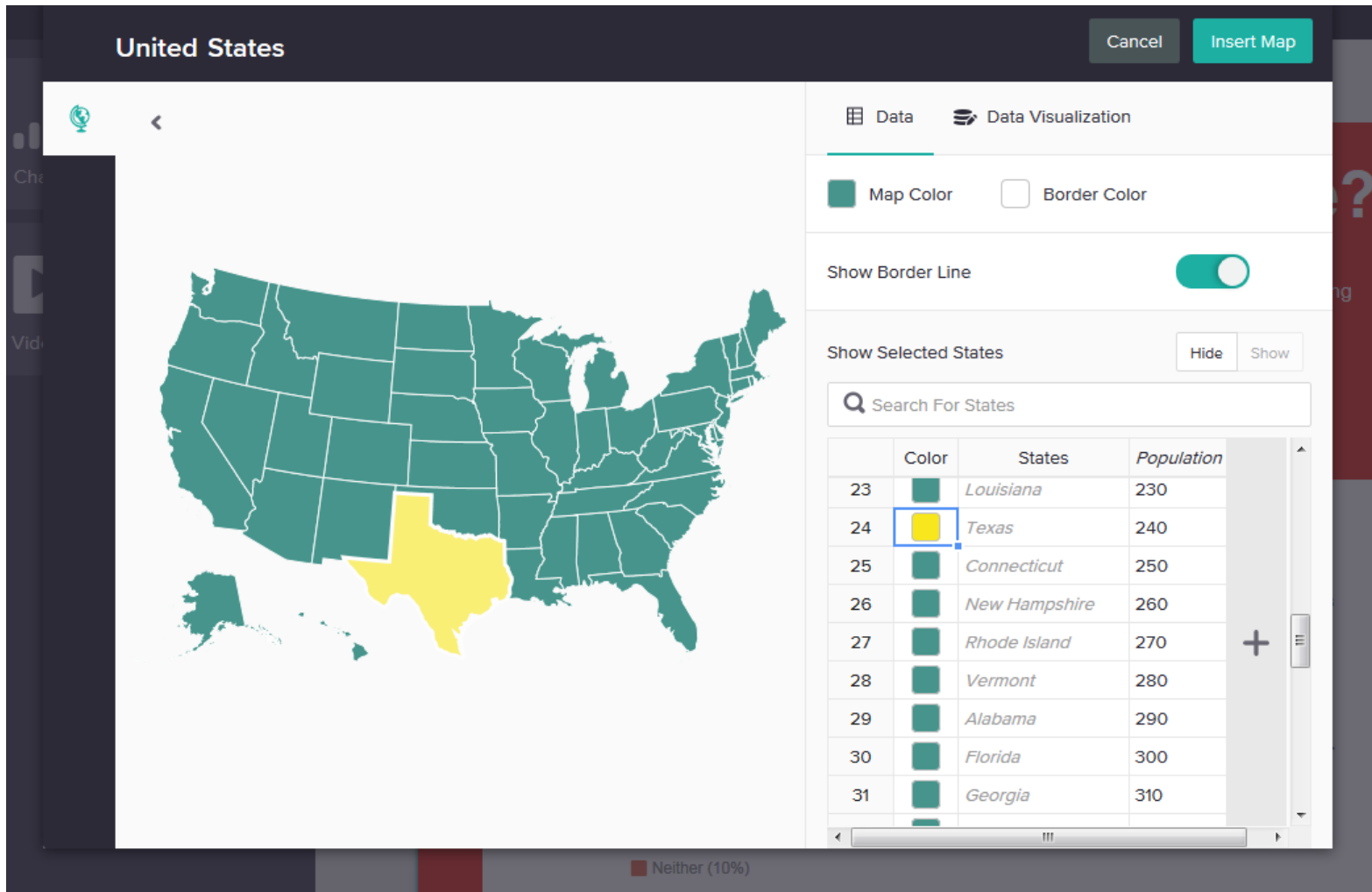
INSERT CHART



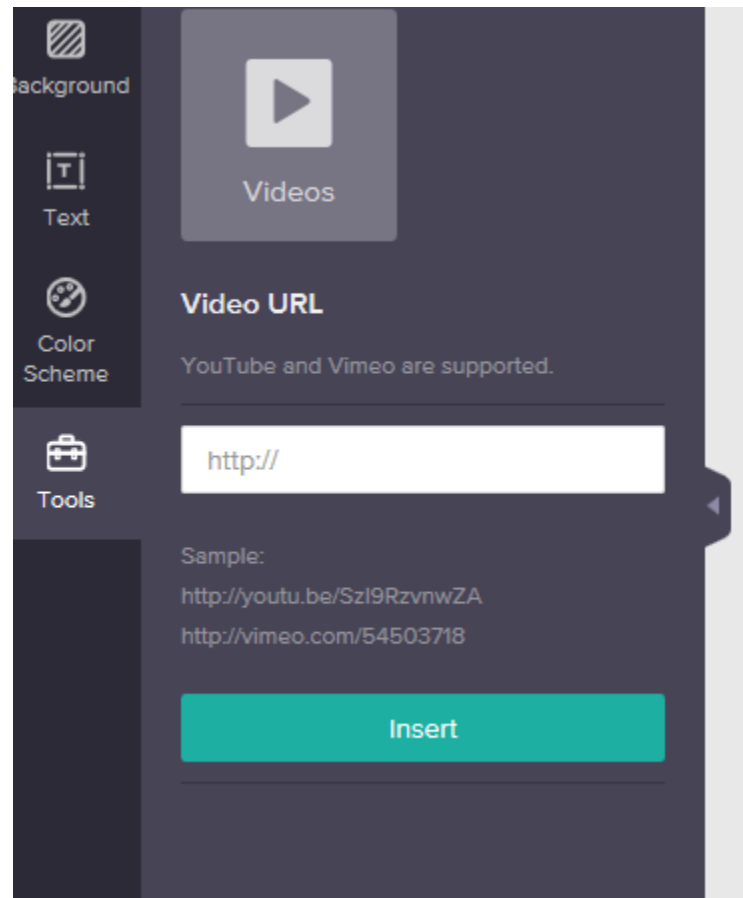
INSERT CHART



INSERT MAP



INSERT VIDEO



Background

Text

Color Scheme

Tools

Videos

Video URL

YouTube and Vimeo are supported.

Sample:

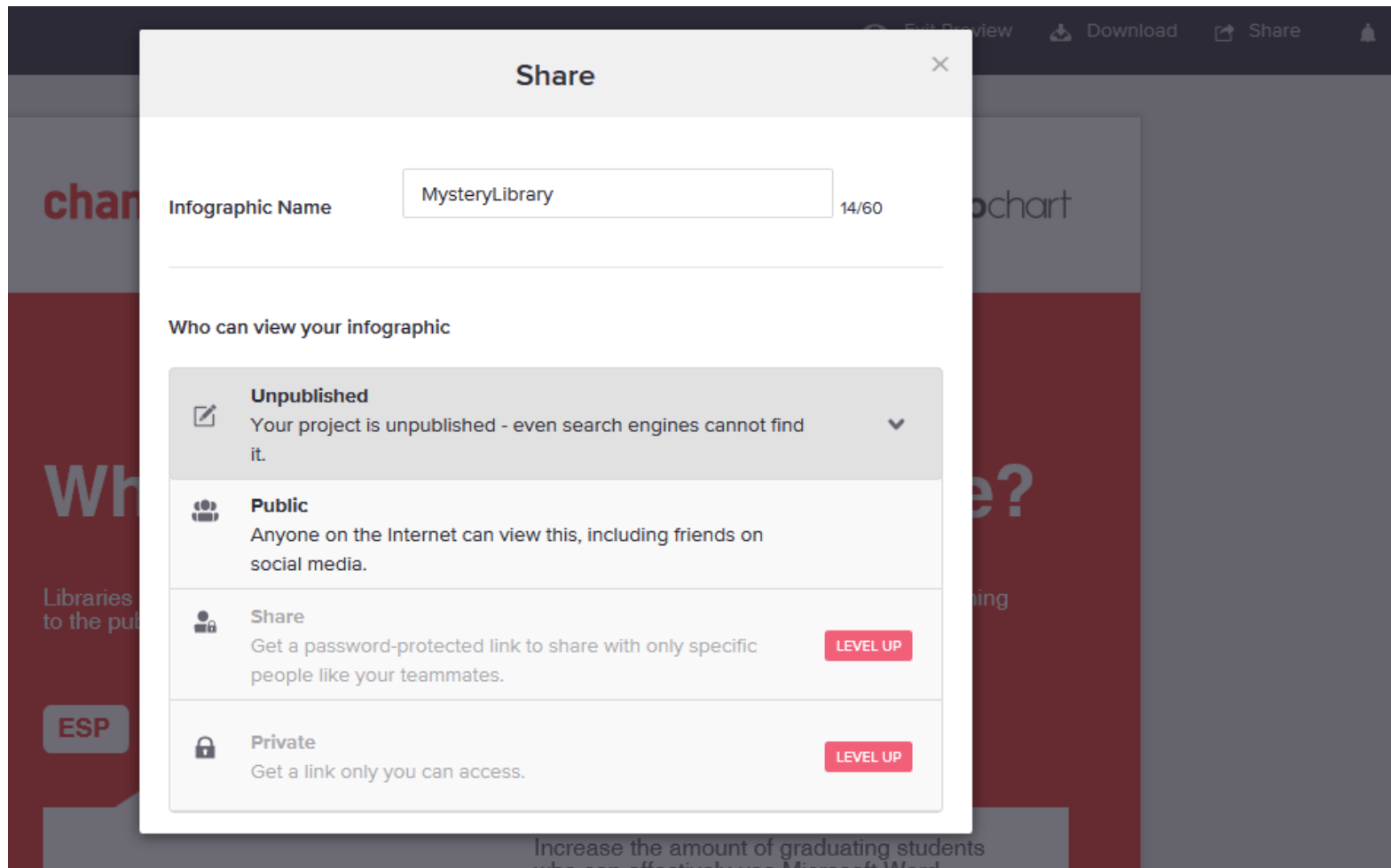
<http://youtu.be/SzI9RzvnwZA>

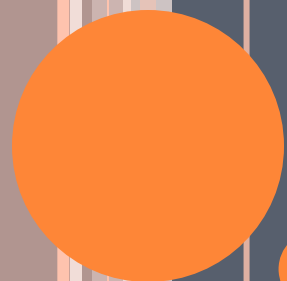
<http://vimeo.com/54503718>

Insert



SHARE





CANVA

CANVA

- <https://www.canva.com/>



EDUCATION TOOLS

The screenshot displays the Canva website's navigation bar and a central sign-up modal. The navigation bar includes links for Learn, Product, About, Tools, Features, and Marketplace. A dropdown menu is open under 'Learn', listing Design School, Tutorials, Teaching Material, and Design Courses. The sign-up modal, titled 'New to Canva? Sign up!', offers three options: 'Sign up with Facebook', 'Sign up with Google', and 'Sign up with Email'. It also includes a link to the Terms of Use and Privacy Policy. To the right of the modal, text promotes Canva as a tool used by over 10 million people, accompanied by two quotes from 'The Webbys' and 'PSFK'.

Learn Product About Tools Features Marketplace

Design School
Tutorials
Teaching Material
Design Courses

Canva

New to Canva? Sign up!

Sign up with Facebook

Sign up with Google

Sign up with Email

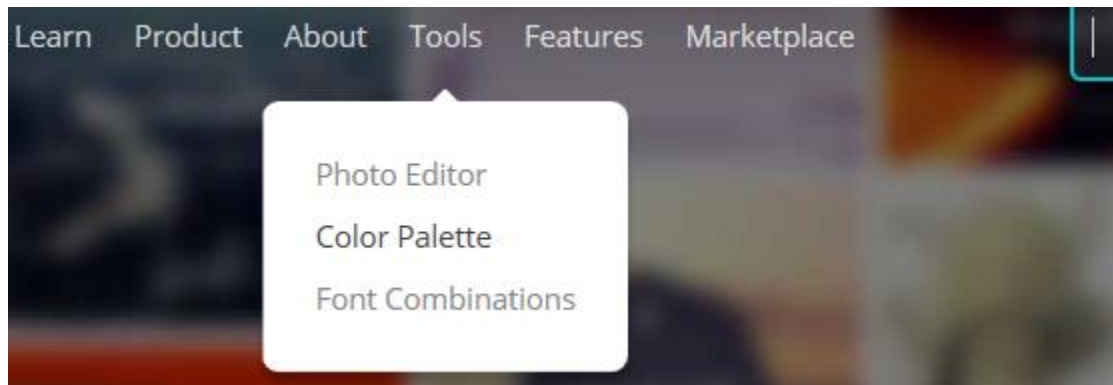
By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

Join over 10 million people designing on Canva


"The easiest to use design program in the world"
- The Webbys

"Canva enables anyone to become a designer"
- PSFK

TOOLS



TEMPLATES

 Marketplace

Learn Product About Tools Features Marketplace

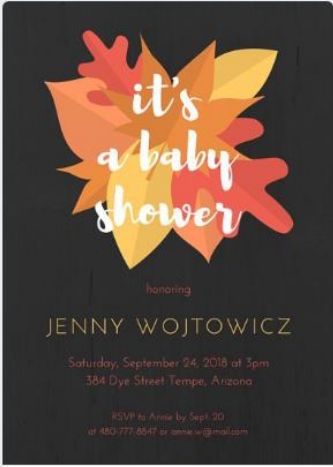
Design Templates

The best curated collection of high-quality design templates for all your graphic needs.

Sign up for free now!

All Templates

- Cards
- Invitations
- Flyers
- Posters
- Banners
- Résumés
- Certificates
- Infographics
- Book Covers
- CD Covers
- Presentations
- Social Graphics
- Business Cards



it's a baby shower


honoring

JENNY WOJTOWICZ

Saturday, September 24, 2018 at 3pm
384 Dye Street Tempe, Arizona

RSVP to Anna by Sept. 20
at 480-777-8547 or anna.w@gmail.com

Illustrated Leaves Fall Baby Shower I...
Invitations




Join us for
a day of fun
and relaxation
as we celebrate

*Diane's Spa
Birthday Party*

09.27.19 | 11AM | SATURDAY

Serenity Spa California
26 Glen Creek Ave.
San Jose, CA 95127

Pink Petals Spa Birthday Party Invita...
Invitations




10.27.2018
TUCSON, ARIZONA

Thank you

WITH LOVE
MR. & MRS. JINSON

Married Couple Wedding Th
Postcards



*Hello
Sophia!*

COME JOIN US IN WELCOMING
BABY SOPHIA INTO THE WORLD

05.16.19 | SAT | 3PM



CHOOSE INFOGRAPHIC

All Templates
Announcements
Book Covers
Bookmarks
Brochures
Business Cards
Calendar
Cards
CD Covers
Certificates
Class Schedules
Coupons
Desktop Wallpapers
Flyers
Gift Certificates
ID Cards
Infographics
— All
— Business
— Charity
— Education
— Timeline
Invitations
— All
— 18th Birthday
— 1st Birthday

Templates
Announcements
Book Covers
Bookmarks
Business Cards
Calendar
Cards
CD Covers
Certificates
Class Schedules
Coupons
Desktop Wallpapers
Flyers
Gift Certificates
ID Cards
Infographics
Invitations
All
Business

Education Infographic Templates

Add a creative twist to facts and figures by designing your own learning tools with Canva's wide selection of education infographics.

Search 50,000 templates



EDIT TEMPLATE



Edit this template

Educate Kids Charity Infographic



Created by
Kim Tomacruz from Canva

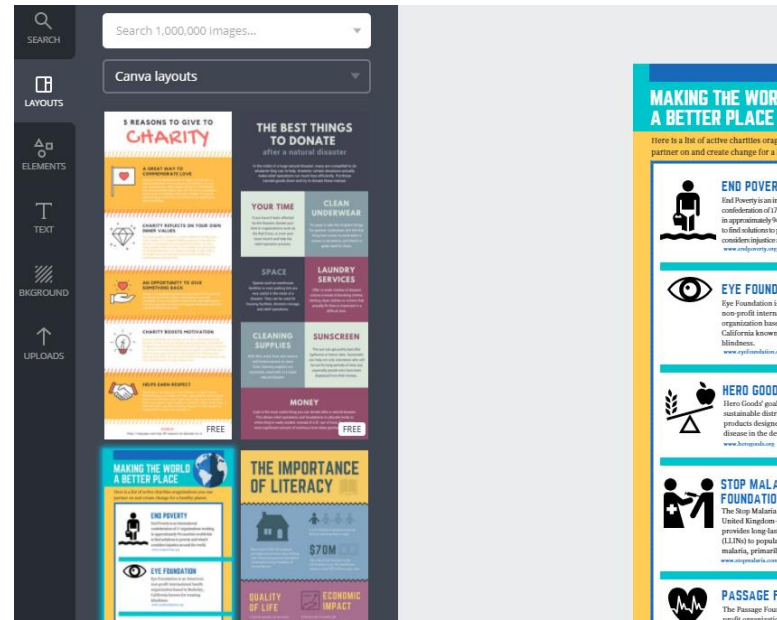
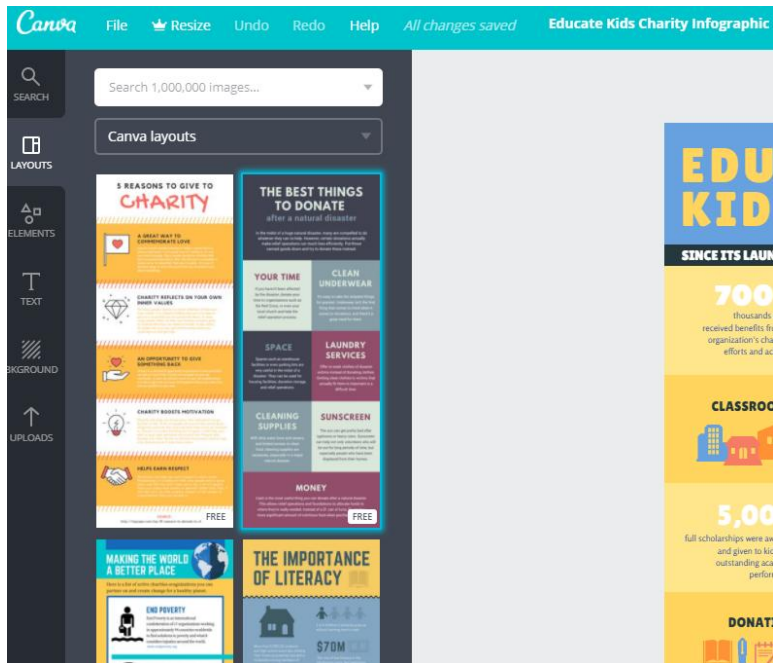
Search 50,000 templates

All Templates
Announcements
Book Covers
Bookmarks
Brochures
Business Cards
Calendar

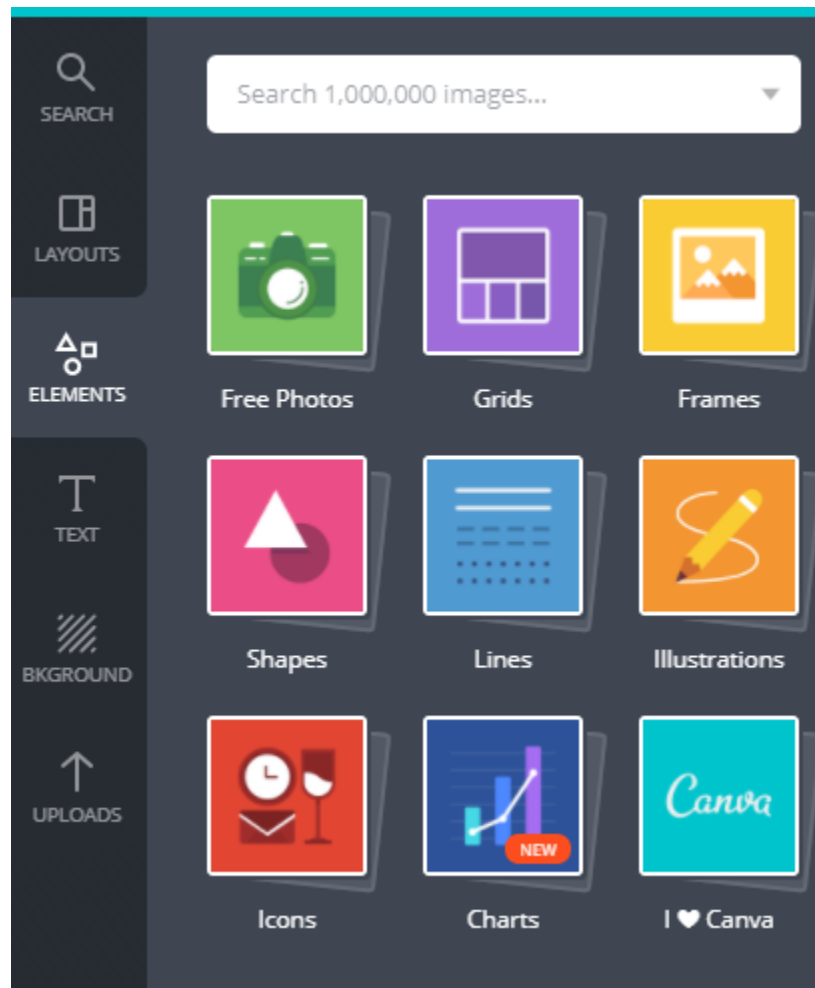
MAJORING EDITING FEATURES



CANVA LAYOUTS



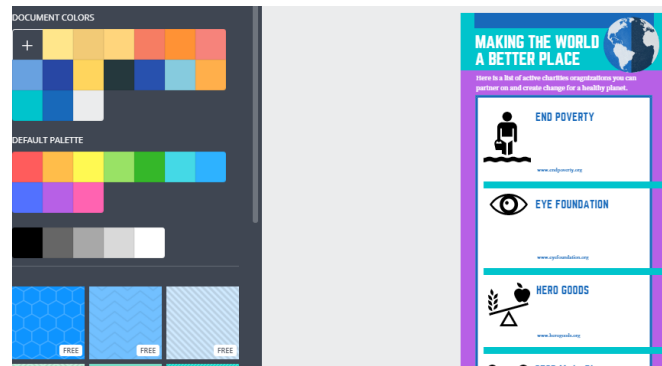
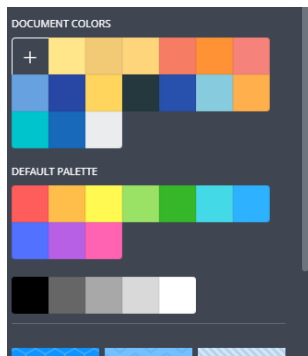
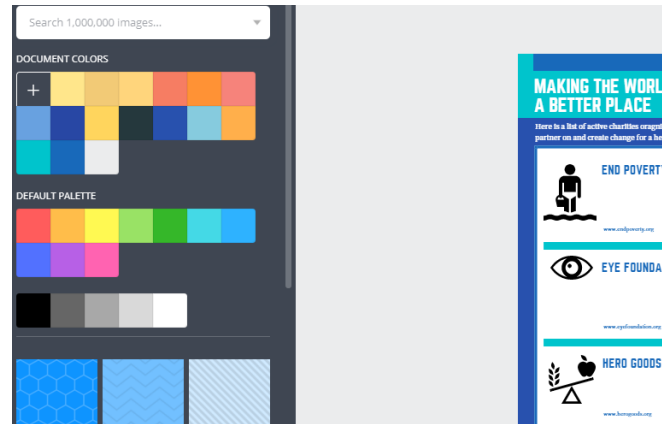
ELEMENTS



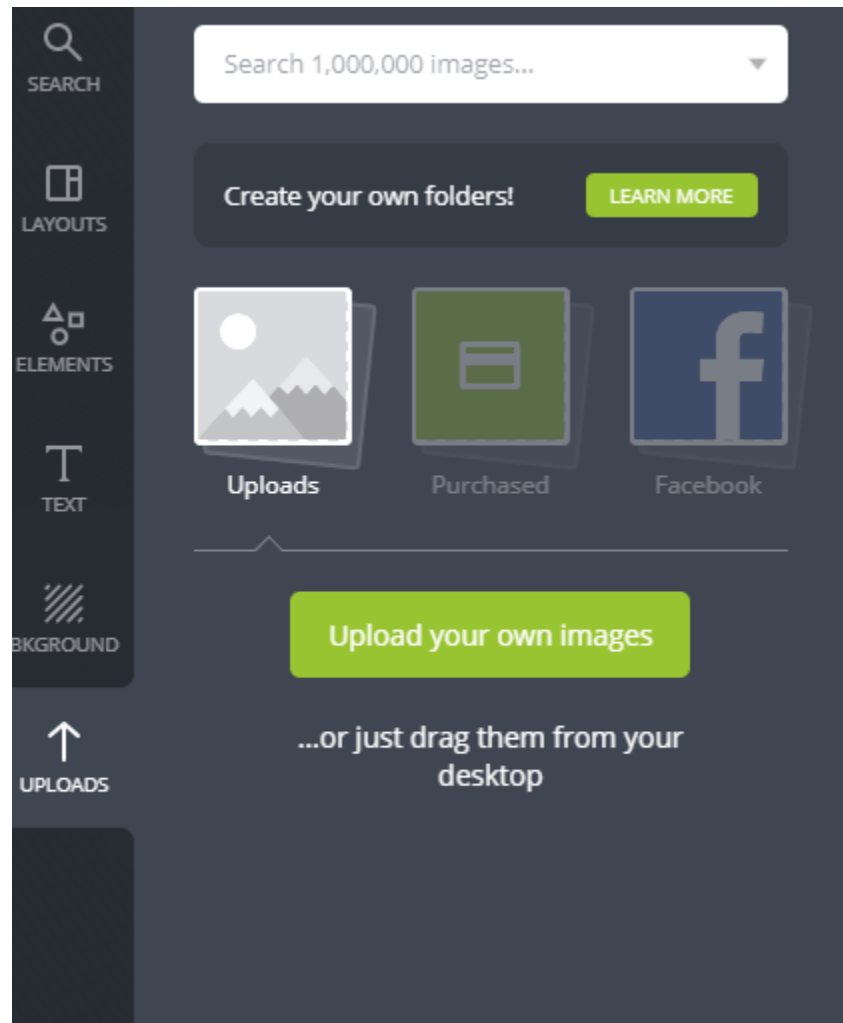
TEXT



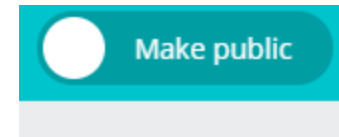
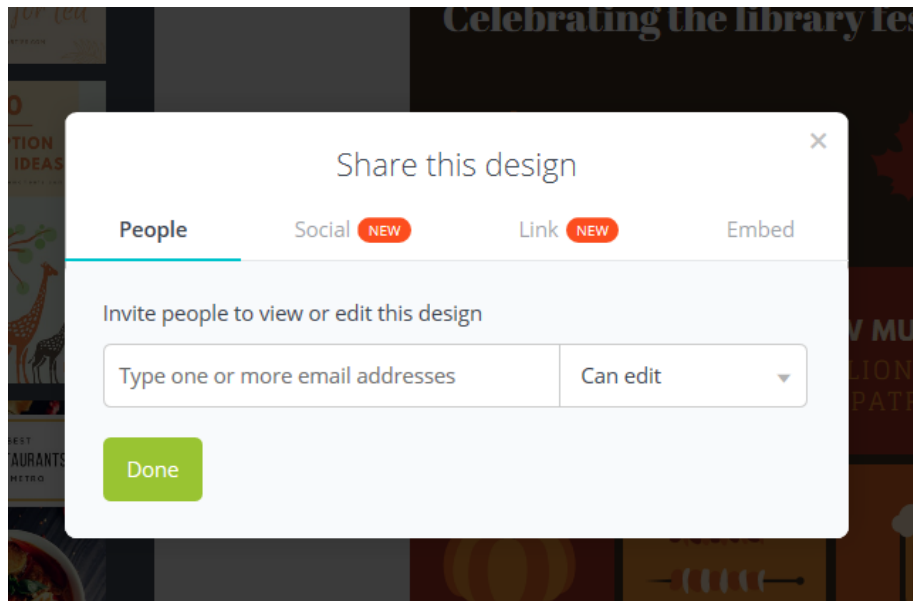
BACKGROUND

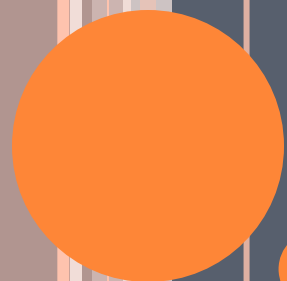


UPLOADS



SHARE







TABLEAU

COST


Pricing




Easily get started



Scale as your needs grow



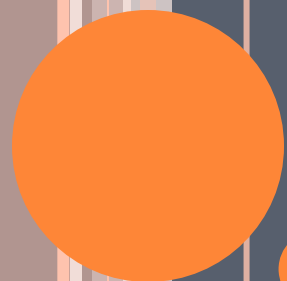
Never any hidden costs



Always focused on your success

Tableau Desktop		Tableau Server	Tableau Online
Personal Edition	Professional Edition	On-Premises or Public Cloud*	Fully Hosted*
\$35	\$70	\$35	\$42
USD/user/month (billed annually)	USD/user/month (billed annually)	USD/user/month (billed annually)	USD/user/month (billed annually)
START FREE TRIAL	START FREE TRIAL	START FREE TRIAL	START FREE TRIAL
Explore and analyze data with advanced analytics Connect to files like Excel and Google Sheets	Explore and analyze data with advanced analytics Connect to hundreds of data sources—from files	Deploy on-premises or on public cloud with Amazon Web Services, Microsoft Azure, and Google Cloud Platform	Tableau Online is the SaaS form of Tableau Server with maintenance, upgrades, and security fully





EASEL.LY

FREE SIGN UP



Over 6,000,000 infographics created so far!

REGISTER TODAY FOR FREE!

Select an infographic template below to get started



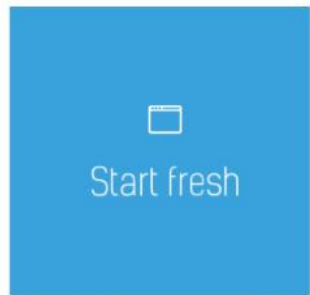
PICK A TEMPLATE

Public Visuals

6+ Million Visuals Created

Present My Work

Set Custom Size



empty

SHARE



songs

SHARE



process

SHARE



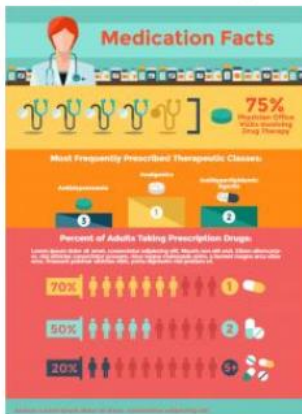
walkway

SHARE



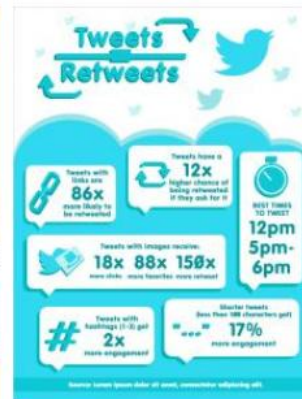
world

SHARE



health

SHARE



twitter

SHARE



website

SHARE

Blog - Tips on Creating Infograph
Terms of Use
Privacy Policy

Crash Course in Infographics
Infographics in the Classroom



WYSIWYG EDITING



MAKE IT FIT YOUR NEEDS

Templates

Objects

Media

backgrounds

draw

shapes

text

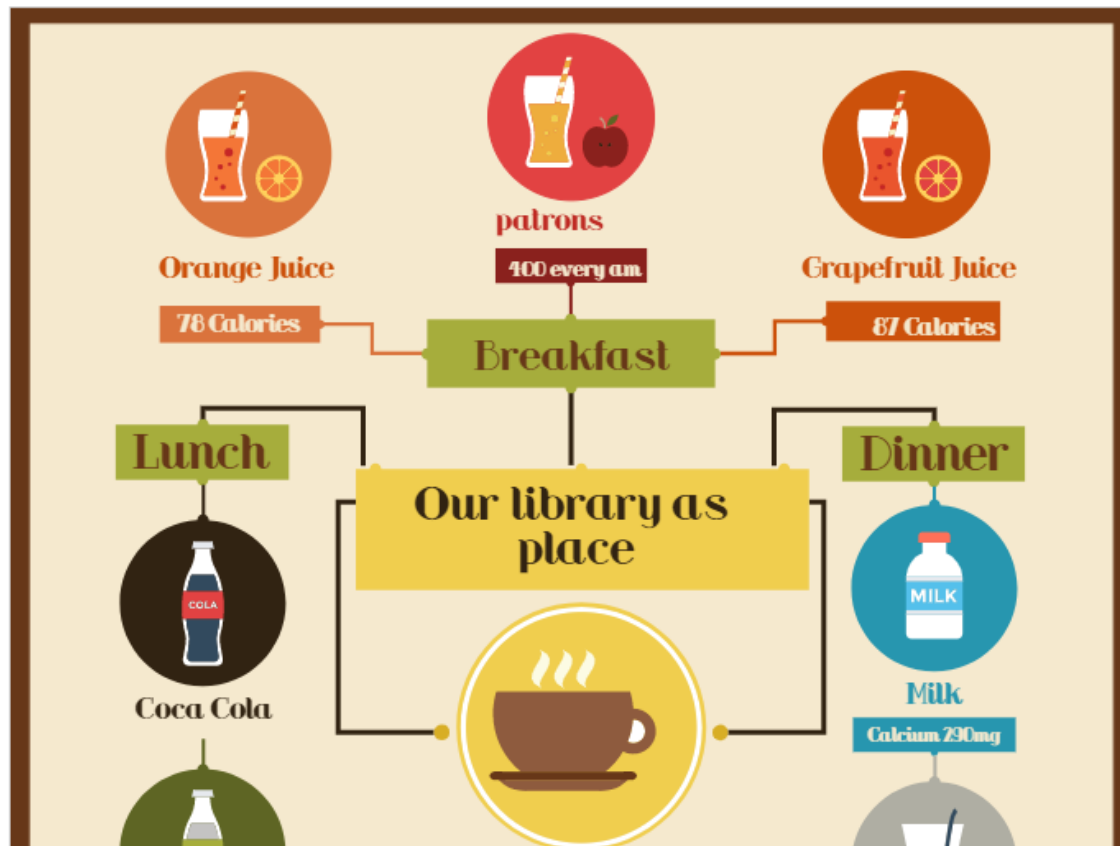
charts

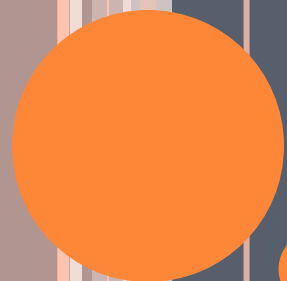
upload

+

-

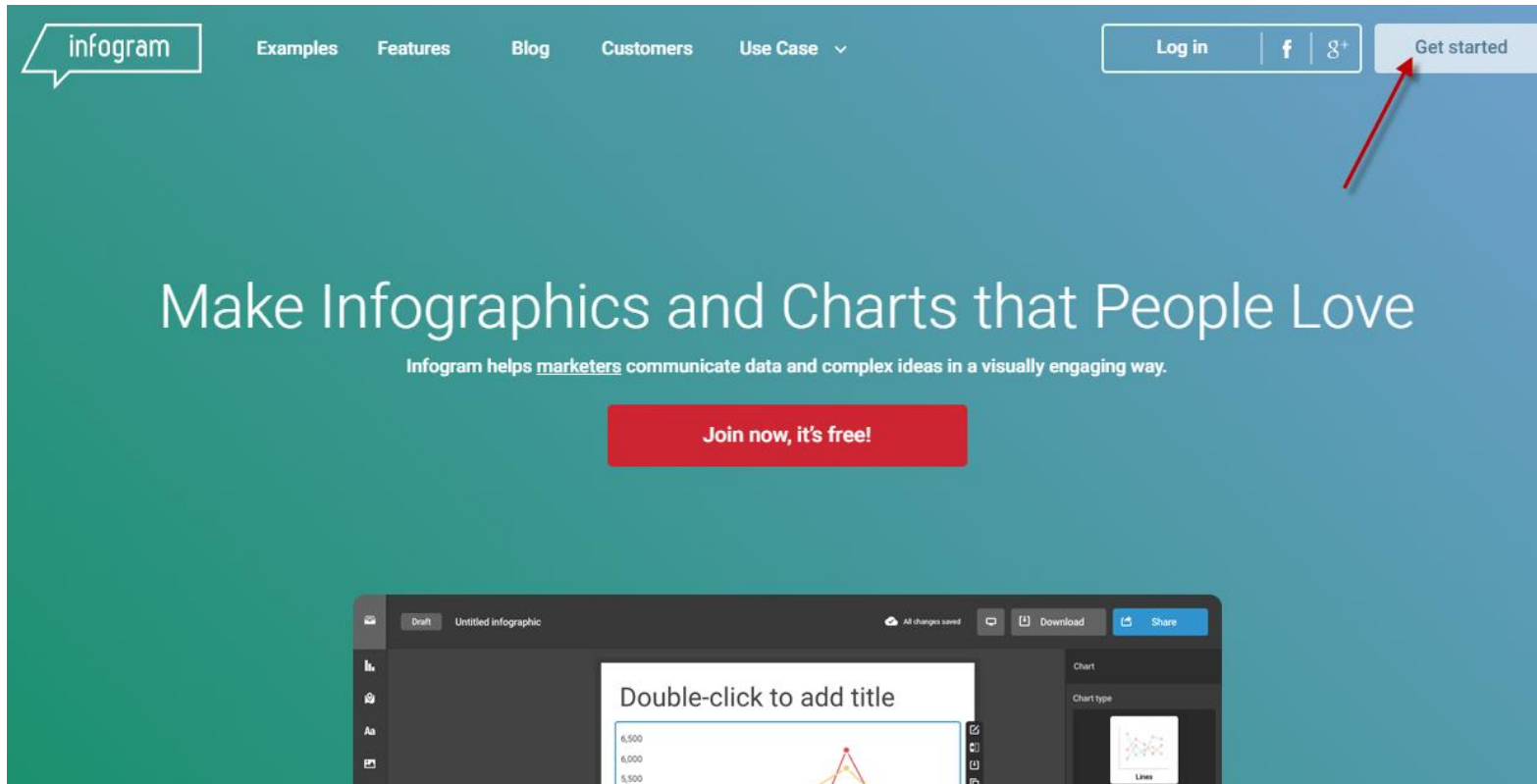
☰





INFOGRAM

GET STARTED



ASKS FOR A BIT MORE INFORMATION UP FRONT

Step 1 of 3

Let's get you up and running with Infogram.

First name:

Last name:

Next

Welcome to Infogram!







You are currently signed up for our free Basic Account

Basic

- Public content ✓
- 10 projects ✓
- Up to 2 maps ✓
- Up to 10 image uploads ✓

← Step 2 of 3

What kind of organization do you belong to?

 Media	 Enterprise	 School/ University	 Government / NGO
 Self-employed	 Small and Medium Business		

MOST FEATURES STILL IN BETA

Done! Let's Create a Project

Choose a template to begin:



Infographic



Report



Dashboard



Facebook post



Single chart



Single map



SIMILAR TO OTHER TOOLS

Public

Step by Step Charts

All changes saved

Download

Share...

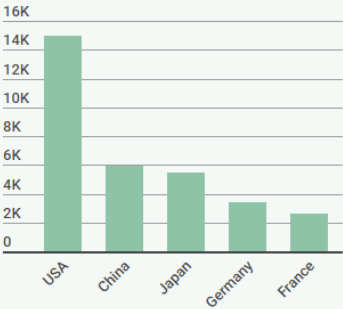
Page 1 of 1

library 3.0

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

1. Question

Nullam laoreet sed eros eu viverra. Morbi id venenatis tortor, ultricies venenatis felis. In imperdiet metus orci, sit amet tempor risus tristique quis. Suspendisse sollicitudin dui id velit feugiat convallis.



Country	Value (K)
USA	14.5
China	5.5
Japan	4.5
Germany	3.0
France	2.0

2. Question

Grid

100%

Text object

Width (px) 593

Height (px) 95

Rotation 0°

Transparency (%) 0

Font Roboto

Size 95

Text color

B

U

i

≡

≡

≡

≡

Line height 1

Letter spacing 0

Vertical alignment Top

List type None

[Add link](#)

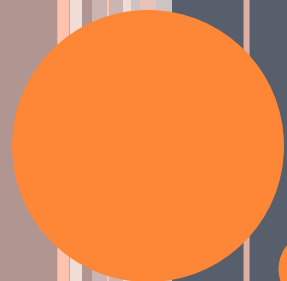
[Reset to theme default](#)

Need help?

Send Feedback

How can we help you?





TIKI-TOKI

TIMELINE CREATOR

Tiki-Toki


Beautiful web-based timeline software

DESKTOP APPCONTACTFAQSBLOGLOG INFREE SIGN UP

Create beautiful timelines

Tiki-Toki is web-based software for creating beautiful interactive timelines that you can share on the internet.

SIGN UP NOW



4th August 2010

Photo credit: G. S.

NOW in 3D!

WHAT IS THIS?
1st August 2010

This is an interactive timeline created using TikiToki timeline software. The timeline tells the story of how TikiToki was created, from the initial...

FLASH OR JAVASCRIPT?
8th August 2010

When you start out on a new software project, one of the first decisions you have to make is what technologies to use.

WE HAD AN IDEA
8th August 2010

Wouldn't it be great, we thought, if there was some software available that was so easy to use that anyone could quickly create their own interactive...

28th 29th 30th 31st Aug 10 1st 2nd 3rd 4th 5th 6th 7th 8th 9th 10th 11th

Aug Sep Oct Nov Dec Jan 2011

1 2 3 4 5

FREE ACCOUNT

Tiki-Toki's free account lets you create a fully-functional timeline that you can share with friends and colleagues. Sign up here.

PREMIUM ACCOUNTS

Our premium accounts allow you to make multiple timelines and embed them on your website. More info can be found here.

FOLLOW US

Keep up to date with the latest Tiki-Toki news and developments via Twitter, Facebook, Google+ and our new blog.

FAQS AND TUTORIALS

Our FAQs page has useful information to help you get started. We also publish mini-tutorials on Facebook and Google+.



INITIAL SETUP

Tiki-Toki

Beautiful web-based timeline software

DESKTOP APP

CONTACT

FAQS

BLOG

LOGOUT

Welcome, karinagodard

Select a timeline to start editing or create a new timeline

MY TIMELINES

You don't currently have any timelines. Please fill in the form below to create your first timeline. Or **upgrade** your account to access premium features such as embedding.

CREATE NEW TIMELINE

* Title:

* Start date:

* End date:

Background image (optional):

Background colour:

1A1A1A

Highlight colour:

A879BE

Create new timeline



GUIDE OFFERED AT FIRST TIMELINE

TIMELINE ADMIN GUIDE

You currently have the **Prehistoric history of the library** timeline selected. To edit another or create a new timeline, click the **Show all** option. You can turn this guide off in the **My account** tab.

There are three main things you will probably want to do:

EDIT OR CREATE A NEW STORY

You can edit stories by clicking on the story titles in the list. Or create a new story by clicking on the **Create new story** link.

CHANGE TIMELINE SETTINGS

Everything from a timeline's colour and date range to its image and intro text can be changed in the **Settings** tab.

ADD/EDIT CATEGORIES

Categories allow you to colour code your stories. See **Categories** tab for more info.

ADD/EDIT SPANS

Spans allow you to split timelines into sections with their own background image and color. See **Spans** tab for more info.



ENTRIES ARE CALLED “STORIES”

January 1974

STORY TITLE

Enter a short snappy title for this story. The title should not be more than a handful of words.

Good titles include 'I was born', 'David Bowie releases new album', 'Henry IV beheads another wife'.

My timelines My account Group edit

Prehistoric history of the... (Show all)

Stories Settings Categories Spans Feeds


New story 1 EDIT | DELETE


+ CREATE NEW STORY Max 200 with free acc

New story 1 ▲

Basic info Media **new** Tags Extra Info

Title:

Start date: 






End date: 

Intro:

Category: ▼

Link:

Cancel Save

On      New

Help Print PDF Embed CSV JSON Admin



ADD STORIES TO TIMELINE

Tiki-Toki Prehistoric history of the library

ABOUT THIS TIMELINE | CONTACT | LOGOUT

ADMIN

October 1976

STORY CONTENT

This is where you add content to the stories that appear on your timeline. We have separated this into three sections:

BASIC INFO

Here you enter basic info about your story, including its title, the date it occurred and some introductory text. You can also choose the story's category (add categories via the **Categories** tab) and also add a link to an external web page.

STORY MEDIA

Connect images, audio and videos (YouTube, Dailymotion, Vimeo) to your story via the **Story media** tab. These will be turned into image and video galleries in the popup panel that appears when visitors click on the story in your timeline.

EXTRA INFO

Access this via the **Extra info** tab. This is for stories that have a lot of text content. We allow this 'full text' content to be formatted with paragraphs and external links.

My timelines

My account

Group edit

Prehistoric history of the... (Show all)

Stories

Settings

Categories

Spans

Feeds

Friends of Library created

EDIT | DELETE

Ground broken at new library

EDIT | DELETE

+ CREATE NEW STORY

Max 200 with free acc

Ground broken at new library

Basic info

Media

new Tags

Extra Info

Title: Ground broken at new library

Start date: 13 Oct 1976 00:56:29

End date: 13 Oct 1976 00:56:29

Intro: Enter story info here

Category: Undefined

Link:

Revert

Save

On

Help

Print

PDF

Embed

CSV

JSON

Admin

New

EVENT

Ground broken at new library

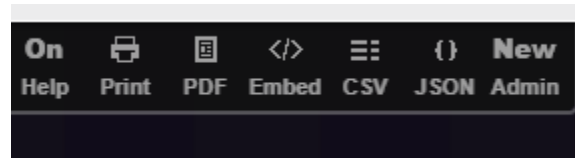
13th October 1976

Enter story info here

More

3d

SHARING OPTIONS



QUESTIONS?



Marina del Castell

Questions by Marina del Castell is licensed through CC BY 2.0

